	Missouri Department of Natural Resources Administrative Policies and Procedures		
Chapter 2 Communications Communication Policy			
Linking to Non-Department Web Site Procedures	**Effective date**		**Revised**
Number: 2.01-02	**February 2, 2004**		

The department works with many other organizations, communities and agencies to collect and research information. The Web is an environment allowing many organizations, communities and agencies to cross-reference information from one Web site to another. This procedure provides guidance on linkage to other Web sites that are not controlled by the Department of Natural Resources.

DEFINITIONS

Links - technology that allows a word, phrase or graphic on a Web page to bring up a new Web page that may have additional information.

Web maintainer (division and program) - a division or program designee responsible for maintaining their portion of the department Web site.

Web manager - the Department of Natural Resources Information Technology Services Division's web manager with ultimate responsibility for the department's Web site.

Director of communications - Provides communications support for department director; serves as department's spokesperson as needed. This position has final authority and responsibility on all communications and media relations for the department.

Server - a computer in a network that is used to provide services or files to other computers in the network.

Web - a part of the Internet designed to allow easier navigation of the network through the use of graphical interfaces.

REFERENCES

Related DNR policies
    Communications 2.01
    Internet Acceptable Use 2.04

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GENERAL PROVISIONS

Links to other agency or association pages

To facilitate easy access to additional information, it may be appropriate to include links in the department's Web environment to a constituent's Web environment. Constituent links to consider are:

- Associations or foundations
- Schools and universities
- State parks and historic sites
- Environmental institutions (EPA, Water Monitoring Stream Team, etc.)

All links to state or federal agencies do not need approval. However, links to all other outside organizations, vendors or firms the department deals with require written approval by the Web manager. An e-mail message from the program director to the division Web maintainer constitutes sufficient program and division approval. This approval is then forwarded to the Web manager.

If the Web manager is unsure of the appropriateness for a link to a non-department Web site, he/she will contact the director of communications. The director of communications can refuse approval to any link deemed inappropriate.

Links from other agency or association pages

There also are instances when a link from a constituent's Web environment to the department's Web environment is appropriate. Constituents that may provide these links to the department may include:

- Associations
- Schools and universities
- State park concessionaires, state historic sites, etc.
- Department contractor's such as for the state parks reservation system
- Environmental institutions (EPA, Water Monitoring Stream Team, etc.)

Links to the department from other than state or federal government entities must be reported to your program Web maintainer. The program Web maintainer will verify that the link is acceptable. If the link is not acceptable, the issue must be reported to the division Web maintainer for resolution.

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Constituent documents in DNR's web environment

The department will maintain links to constituent Web material on other servers from our Web site. Only governmental entities formally linked to the department will be allowed to have their Web material maintained on the department servers. The division director must approve any material maintained on the department Web server from constituents, for example – flyers.